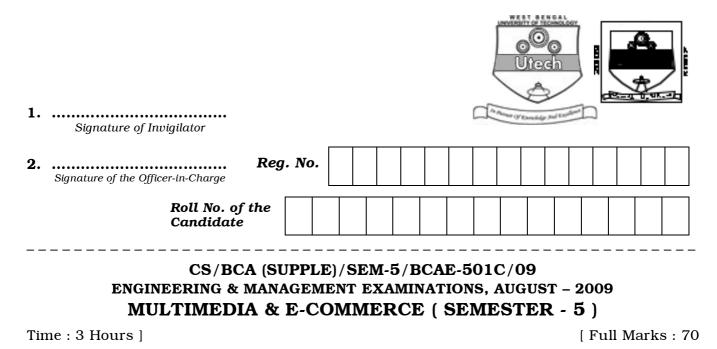
# CS/BCA (SUPPLE)/SEM-5/BCAE-501C/09 MULTIMEDIA & E-COMMERCE (SEMESTER - 5)



#### **INSTRUCTIONS TO THE CANDIDATES :**

- 1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- 2. a) In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
  - b) For Groups B & C you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of Group B are Short answer type. Questions of Group C are Long answer type. Write on both sides of the paper.
- 3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- 6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- 8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

#### No additional sheets are to be used and no loose paper will be provided

#### FOR OFFICE USE / EVALUATION ONLY Marks Obtained

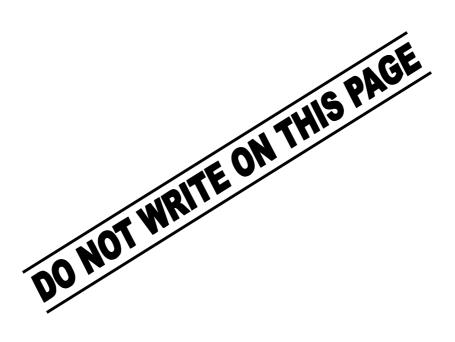
	Group – A					Group – B			Group – C					
Question Number												Total Marks	Examiner's Signature	
Marks Obtained														

### Head-Examiner/Co-Ordinator/Scrutineer

# CS/BCA (SUPPLE)/SEM-5/BCAE-501C/09







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Full Marks : 70

# CS/BCA (SUPPLE)/SEM-5/BCAE-501C/09 MULTIMEDIA & E-COMMERCE O SEMESTER - 5

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Time : 3 Hours ]

# **GROUP** – **A**

### ( Multiple Choice Type Questions )

1.	Cho	Choose the correct alternatives for the following :									
	i)	One									
		a)	selling products and services								
		b)	direct purchasing								
		c)	both (a) & (b)								
		d)	only selling on the internet.								
	ii)	E-tr	ading is also called								
		a)	E-brokering	b)	E-supply						
		c)	Direct purchasing	d)	both (a) & (c).						
	iii)	ii) Majority of B2B transactions are conducted through									
		a)	EDI	b)	E-mail						
		c)	Post office	d)	Fax.						
	iv)	VAN	I provides services including								
		a)	Secure connections	b)	Security channel						
		c)	Insecure connections	d)	None of these.						
	V)	Information super-highway infrastructure includes									
		a)	Internet	b)	WAN						
		c)	Routers	d)	All of these.						

#### CS/BCA (SUPPLE)/SEM-5/BCAE-501C/09

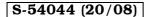
- vi) Advantage(s) of using B2C e-commerce is(are)
  - a) increased efficiency
  - b) reduced time
  - c) cost effective
  - d) all of these
  - e) only (a) and (b).
- vii) In a multi-tier e-commerce architecture which one is not a middle tier server ?

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- a) E-commerce server b) HR server
- c) Application server d) Database server.
- viii) Which one of the following is not an ACH service ?
  - a) EFT b) CHIPS
  - c) GIRO d) SWIFT.
- ix) One of the important features of E-banking is
  - a) transfer of funds
  - b) e-clearance
  - c) review account details
  - d) all of these
  - e) none of these.

#### x) Common authentication measures of a Credit Card are

- a) password/login verification b) digital signatures
- c) bio-metric devices system d) all of these.







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#### **GROUP – B**

	GROUP – B	
	( <b>Short Answer Type Questions</b> ) Answer any <i>three</i> of the following. $3 \times 3$	5 = 15
2.	What are the various steps involved in the top-down design of multimedia system	? 5
3.	Compare and contrast symmetric and asymmetric key cryptographic techniques.	5
4.	Enumerate different types of audio signals. What is MP3 ?	3 + 2
5.	What is E-auctioning ? What are its advantages ?	5

What is SET protocol ? Describe the steps required to purchase an item using SET 6. 2 + 3protocol.

#### $\mathbf{GROUP}-\mathbf{C}$

# (Long Answer Type Questions)

		Answer any <i>three</i> of the following. $3 \times 15 =$	45
7.	a)	Explain how E-commerce has helped through supply chain management a	und
		retail chain management. Draw suitable figure.	10
	b)	What are the requirements for digital payment ?	5
8.	a)	What are the characteristic features of multimedia system ?	4
	b)	What is MIDI ? Where is it used ?2	+ 2
	c)	What is MP3 compression ? Why is MP3 compression used ? How is M	IP3
		compression done ? 2 + 2	+ 3
9.	a)	What are the advantages of on-line marketing ?	4
	b)	Describe the different types of CRM in the context of e-business.	7
	c)	What are the main benefits and challenges of CRM ?	4

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- What are the typical contents of digital certificate ? What are the common causes 10. a) for revoking a digital certificate ? 7
  - Define binding factor. Explain its working process and highlight its significance. 8 b)

EDI a)

11.

- JPEG b)
- IT Act, 2000 c)
- d) Digital signature
- Business process Re-engineering. e)

END



 $3 \times 5$